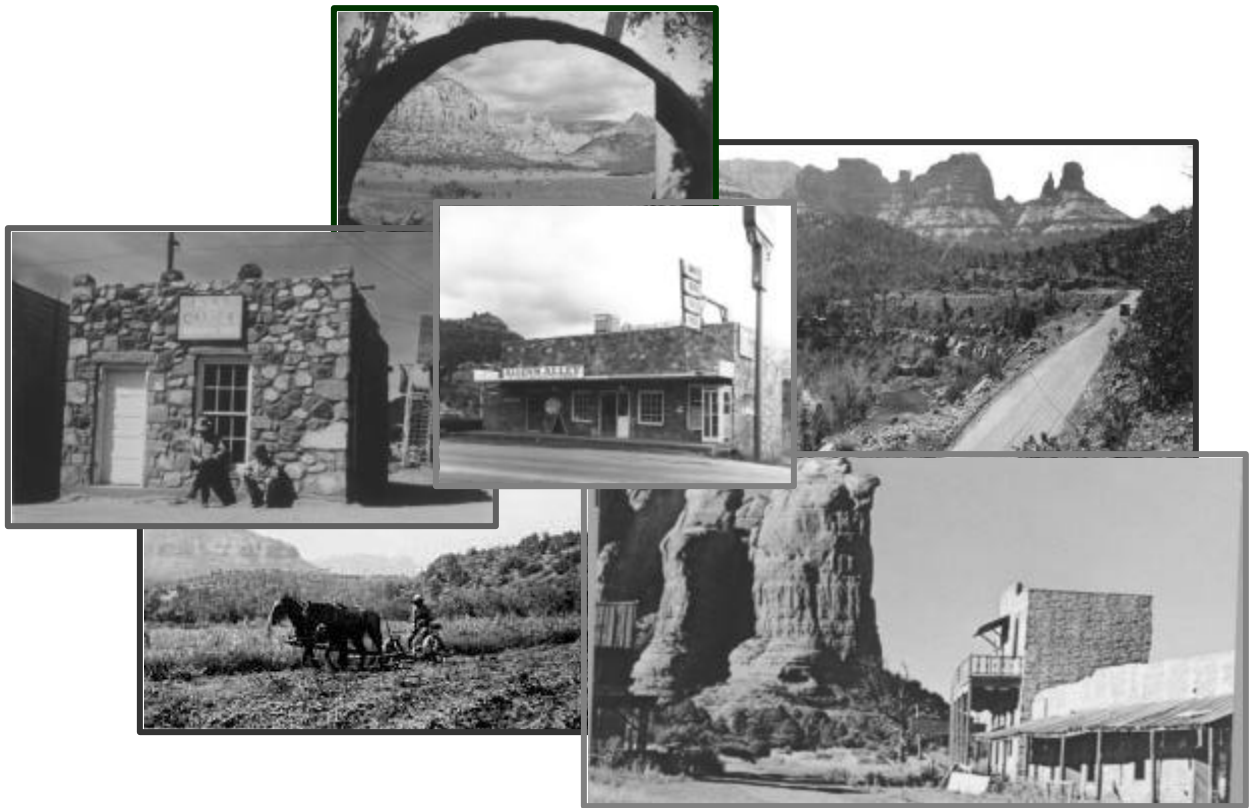


## 16.0 HISTORIC PRESERVATION ELEMENT

---

The *Historic Preservation Element* of the **Sedona Community Plan** is presented in the following sections:

- 16.1 Background
- 16.2 Key Issues
- 16.3 Recommendations
- 16.4 Action Program



## Overview

Historic properties are non-renewable resources. Once gone, they are gone forever. Historic bridges, dams, water distribution systems, buildings, garages, fences, gazebos, landscapes, sculpture, recreational facilities, and other built structures may reflect our rich heritage and make our community unique.

As Sedona grows, some loss will occur. Only through recognizing the significance of valued resources and effective planning for their protection will they survive. The preservation of these assets benefits the community in many ways directly and indirectly.

Directly, the preservation of historic properties makes the community more attractive to tourists, and the use of historic properties in businesses like bed and breakfasts and retail stores makes those businesses more attractive to customers, both tourist and local.

Indirectly, preservation helps define the visual image of the community. It helps build community pride and makes Sedona a nicer place to live in and to visit. Preserved historic structures are living tools, helping to educate our children about our past.

Sedona is unique, not only as a relatively recent Western community, but for the use of red rock, blue river rock and red adobe as building materials, as well as juniper and Arizona cypress. Each artisan had a particular style, reflecting the ruggedness and determination that was the vision of the pioneers. Through the preservation of Sedona's historical assets these visions can be better understood.

## **16.1 BACKGROUND**

---

It is the position of the City of Sedona that through preservation of properties, the special spirit and accomplishments of the Sedona pioneers can be better understood. With the adoption of the Historic Preservation Ordinance and the formation of the Historic Preservation Commission, the City has demonstrated its commitment to preserve its cultural heritage. The City has achieved designation as a Certified Local Government. Ten properties have been designated as Historic Landmarks and more such steps are underway.

The following partners are key to historic preservation in Sedona:

### **Sedona Historical Society**

The Sedona Historical Society is a non-profit organization instituted for the purpose of promoting historic preservation in the Greater Sedona community. The Society plays a very important role in displaying and interpreting local history for the benefit of all interested parties. Its stated purpose is to collect, restore, preserve and display artifacts, histories, maps, structures and other memorabilia relating to the Sedona/Oak Creek area so that they might be presented to the public.

The City of Sedona and the Historical Society have cooperated on various projects, including preparation of the City's original Historic Preservation Ordinance, drafting this element of the Community Plan, and acquisition by the City of the Walter and Ruth Jordan Farmstead, which is now the Jordan Historical Park. The Society operates the Sedona Heritage Museum in that park.

### **Historic Preservation Ordinance and Commission**

One of the most important recommendations of the original adopted Community Plan was the establishment of a Historic Preservation Commission and Ordinance. On June 10, 1997, the City Council adopted as Ordinance 97-09 its Historic Preservation Ordinance, which became Article XV of the City's Land Development Code. The Council then appointed a five-member Historic Preservation Commission, which held its first meeting on December 8, 1997.

The Commission is established to develop and maintain a plan for historic preservation; review applications for designation of properties as Landmarks or Historic Districts; establish and maintain a Historic Property Register; establish review and evaluation criteria; and other duties as provided in the Ordinance. The Commission has produced a Master Plan for historic preservation, a list of historic resources and has designated ten properties as Historic Landmarks.

The Ordinance provides procedures for designation of properties and for review of applications for Certificate of Appropriateness which states that proposed work on a property is compatible with its historic character. A major benefit of this Ordinance is to qualify Sedona as a Certified Local Government (CLG)

under federal and state historic preservation programs. As a result, Sedona will be eligible for grants from the Arizona Heritage Fund and other sources.

## **Intergovernmental Coordination**

Intergovernmental coordination is critical to historic preservation. Even if preservation is a stated community goal, preservation of resources will not be accomplished if other city, county, state or federal plans, policies and laws contradict that goal of preservation. Planning and zoning decisions can have a negative or positive impact on historic resources.

## **State Historic Preservation Office**

The State Historic Preservation Office (SHPO) is a resource for technical and training assistance to both the Commission and the owner's of historic properties. SHPO reviews State and federally owned historic properties to assess condition and advise in their preservation and re-use plans.

## **National Historic Register**

The National Register of Historic Places is a listing of federally recognized historically significant sites and properties throughout the country. This document is maintained by the U.S. Department of the Interior's National Park Service. The National Register provides official recognition of the historic significance of a building or site. Properties on this register (and eligible for this register) also qualify for federal tax incentives.

## **Sedona Main Street Program**

Sedona Main Street Program is a non-profit dedicated to maintaining and enhancing the economic vitality of our historical Main Street District with commitment to the preservation of Sedona's historical charm and unique natural assets. It is part of the national network founded by the National Trust for Historic Preservation and developed through their National Main Street Center.

The program created the Uptown Design Review Guidelines currently used as a resource document by the City of Sedona, in the review of Uptown development projects to encourage development and renovation to traditional architectural materials and styles. Work plans for 2002 and beyond include facilitation of an Uptown Zoning Overlay District in conjunction with the City of Sedona and all historic preservation partners, as well as ongoing promotions of our historical district and cross-promotions with the Sedona Historical Society and Historic Preservation Commission. The City of Sedona and Sedona Main Street Program have partnered on various projects including the TEA-21 grant for pedestrian improvements along SR89A in Uptown, and creation of municipal and bus parking in Uptown Sedona. Sedona Main Street Program has acquired financial assistance for crosswalks and a traffic circulation study.

## **Community**

Community awareness is key-awareness that these historic resources are limited in number; that they are non-renewable; that they are in danger of being lost; and that they do not have to be lost. The intent of preservation is not to prevent change, but rather to manage change and share in the stewardship of historic resources in the best possible way.

### **16.1.2 Benefits of Preservation**

From primitive hunter-gathers through the Sinagua to the Tonto Apache and Yavapai, the greater Sedona area has prehistoric images and treasures which must be preserved and maintained. Sedona is also noted for its more recent history including its agrarian past, and as home to renowned artists and personalities, located in a setting of outstanding scenic beauty which made it ideal for the almost 100 motion pictures filmed in the area. Historic buildings and places will be respected, preserved and protected for the value they contribute to our heritage.

Cultural Benefits – The cultural foundations of Sedona are reflected in its historic heritage. The preservation of this heritage, as a living part of our community life and development, will enhance a sense of orientation for the residents. This is in the public interest, so the community's vital legacy of cultural, educational, aesthetic, inspirational and economic well-being will be maintained to enrich the lives of future generations.

The increased knowledge of our historic resources, and establishment of better means of identifying and encouraging their preservation, will assist economic growth and development while preserving and enhancing Sedona's attraction for residents and visitors.

Economic Benefits – While cultural benefits of historic preservation are crucial, economic benefits make preservation planning more attractive. The best known benefit is related to tourism and the tourist industry, which is an important component of the Sedona economy. Cultural heritage tourists usually stay longer, spend more, travel in larger groups and tend to travel in off-season periods.

Planning Benefits – Knowledge of the community's past helps in understanding emerging patterns and future expectations. A greater knowledge of the community's cultural resources provides a stronger base for better planning and more informed decision-making. Therefore, it is imperative to continue careful planning.

## 16.2 KEY ISSUES

---

Historic properties significant to Sedona's heritage are being lost or substantially altered, often inadvertently, with increasing frequency.

The City of Sedona has become a major tourist attraction to visitors from around the world. Rapid growth has created significant impacts, placing in jeopardy many of the structures (e.g. buildings, water systems, roads, retaining walls) which are apart of the community's early history.

The City's year-round population is anticipated to grow by the year 2015 to 14,500 and at buildout to 15,700. Great care must be taken to evaluate the potential impacts and protect properties with unique historic or archaeological resources.

Because of the popularity of Sedona as a retirement community, and because of its attractiveness as a resort community, many residents of Sedona have come from some place else. Many buildings on the East Coast or in Santa Fe are over 400 years old; buildings in Sedona are not. Residents from older communities bring ideas of what is "old" and what is worth saving to Sedona even though those ideas may not fit well in this community. Through education programs involving historic resources, residents can develop better understanding of the unique history of this community.

## **16.3 RECOMMENDATIONS**

---

### **Goals and Objectives/Policies**

#### **GOAL 1.0 Develop a sense of historic pride within the Community.**

##### *Objectives/Policies*

- 1.1 Continue to recognize Historic Landmarks and Historic Districts through designation, and through other public activities such as celebrating Historic Preservation Week each year and in other programs with the Sedona Historical Society, the Chamber of Commerce, and the Sedona Main Street Program
- 1.2 Maintain the Historic Property Register and the Historic Resource Survey as current reference resources.
- 1.3 Develop compatible use opportunities for historic structures (e.g. limited bed and breakfast, museum) as preservation incentives.
- 1.4 Pursue the nomination of identified properties for National Historic Register designation.
- 1.5 Participate in the development of Uptown design review guidelines.

#### **GOAL 2.0 Develop Incentives for the owners of Historic Properties**

##### *Objectives/Policies*

- 2.1 Participate in any City effort to establish a process or ordinance for transfer of development rights.
- 2.2 Develop a public-private partnership fund to be used to offer grants or even purchase significant historic properties in crisis.
- 2.3 Develop and distribute information to assist property owners with the preservation of historic resources, that information to include brochures on economic incentives, how to navigate the Certificate of Appropriateness process, and other things.
- 2.4 Work cooperatively with Yavapai and Coconino Counties to develop a property tax relief program for properties with a Sedona Landmark status.

**GOAL 3.0   Cooperate with other jurisdictions and the private sector to provide continuing protection for the US Forest Service historic properties.**

*Objectives/Policies*

- 3.1   Familiarize the Commission with the anticipated process for Forest Service relocation
- 3.2   Work with the Forest Service to develop strategies which incorporate historic preservation concerns.



## **16.4 ACTION PROGRAM**

---

### **A. Architectural review for quality and compatibility in historic areas.**

The broadest issues in regard to historic preservation in Sedona deal with methods and strategies to preserve those elements of the built environment that are extraordinary in their contributions to Sedona's history, and to assure that new construction is compatible with existing historic properties and further enhances the quality of the community.

Five strategies have been formulated to specifically address the on-going historic architectural review process and procedures:

1. Maintain and regularly update the inventory of historic sites and structures in Sedona.
2. Establish a set of comprehensive criteria (e.g. color, materials, textures, site planning techniques) to evaluate the proposed rehabilitation and/or modification of historic structures.
3. Establish a set of comprehensive criteria (e.g. height, bulk, materials, color, transparency, floor area ratios, exterior building façade rhythm, etc.) to evaluate proposed new development affecting historic structures or sites.
4. Establish criteria for change of land use (e.g. limited bed and breakfast, museum) on historic sites that would be compatible with historic preservation objectives.
5. Establish and maintain a reference library of restoration techniques and materials, successful Sedona historic preservation projects, skilled local crafts people, etc. for use by those planning historic preservation projects, or new development potentially affecting historic sites and structures.

### **B. Impact of growth on historic and cultural resources**

The following strategies have been formulated to address protecting and preserving cultural resources in the planning and construction of new projects in Sedona:

1. Require property owners and/or developers to indicate in their rezoning application, subdivision application or site plan review application whether any local historic or archaeological sites are on or adjacent to their proposed project.
2. If local historic or archaeological sites exist adjacent to a proposed project, require the property owners and/or developers to indicate how their project would be compatibly designed (incorporating stylistic

architectural concepts) or buffered from the cultural resources. Appropriate techniques to buffer adjacent land uses are described in the *Land Use Element* of the Community Plan.

3. Adopt a Heritage Preservation Ordinance consistent with the intent of ARS 41.865 relative to sites proposed for development and thought potentially to include archaeological and cultural resources.
4. Incorporate historic Sedona themes in specific area planning and urban design concepts for community revitalization and development. This may include:
  - a. Establishing architectural guidelines for use of traditional materials and styles.
  - b. Incorporating any existing cultural resources in new or revitalized development or capital improvement projects, with special emphasis placed on recognizing and preserving the cultural resource for public education and enjoyment.
  - c. Emphasizing pedestrian and bicycle transportation via a pathway system from the neighborhoods to commercial districts and community facilities which utilizes historic style street furniture (e.g. lighting, seating, trash receptacles, bus waiting shelters).
  - d. Promoting transit ridership through encouragement of a shuttle transit loop that links the Uptown/Creek Area with other commercial areas, historic districts or landmarks and other visitor attractions.
5. Provide incentives to preserve historic structures within proposed development projects.

### **C. Uptown Sedona Historic District Designation**

As the historic center of the community, the Uptown/Creek Area encompasses the largest collection of historic sites and structures in the City, including the majority of structures comprising the Red Rock Territorial Style. This is probably the single most important image of urban development exhibited to a tourist visiting the community.

Three strategies have been developed to address the preservation and revitalization of Uptown in a manner which respects the cultural assets located there and maintains Uptown as a major economic element of the community. These include:

1. Designate an Uptown Sedona Historic District, and utilizing the architectural guidelines and review process outlined above to insure that area preservation, revitalization and new development positively contribute to and improve the area's historic character.
2. Adopt an Uptown Overlay District and further refinement of the Uptown/Creek Area planning (see *Land Use Element*) which will establish design guidelines for private development, define an historically-based urban design theme, plan a coordinated parking strategy and encourage the use of alternative modes of transportation (e.g. pedestrian, bicycle, shuttle transit) in conjunction with the Sedona Main Street Program.

3. Target resources from the public section (e.g. CIP, State and Federal grants) and private sector (e.g. local improvement district) to implement the urban design, parking and transportation elements of the Uptown/Creek Area Plan and Uptown Overlay zone on a phased basis.

#### **D. Promote, Enhance, and Protect Historic Resources**

The following strategies have been formulated to promote, enhance and protect historic resources:

- Inventory historical resources
- Document their age, size, significance and ownership
- Accumulate information on style, quality, the interaction of the people who settled here, and how they used those structures
- Establish incentives for preservation of these resources